



WPTV

ORDER

Print Date 08/23/12

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Flight Dates 08/24/12-09/03/12

Contract / Revision 308914 /

Original Date / Revision
08/23/12 08/23/12

Advertiser Nelson / Democrat / Senate

Agency Abar Hutton Media

Buying Contact

6190 Grovedale Court - Suite 200
Alexandria, VA 22310

Product

Bill Nelson for Senate

Agency Com 15%

Billing Contact

6190 Grovedale Court - Suite 200
Alexandria, VA 22310

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:30:00

Estimate # 561

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	2	\$2,125.00	\$2,500.00	0.00
September 2012	4	\$5,525.00	\$6,500.00	0.00
Totals	6	\$7,650.00	\$9,000.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/26/12	2	\$2,125.00	\$2,500.00
08/27/12	09/03/12	4	\$5,525.00	\$6,500.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	08/24/12	09/03/12	M-F 7-9a M-F 7-9a	CM	7-9a	11-----	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/24/12	08/30/12	- 1-----		1				\$2,500.00		0.00			
		Week: 08/31/12	09/06/12	1-----		1				\$2,500.00		0.00			
N 2	WPTV	08/24/12	08/30/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/24/12	08/30/12	1-----		1				\$500.00		0.00			



WPTV

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Contract / Revision **308914** Flight Dates **08/24/12-09/03/12**

Hiatus Dates

Original Date / Revision 08/23/12/ 08/23/12

Order Sep 00:30:00

Advertiser **Nelson / Democrat / Senate** Product **Bill Nelson for Senate**

Estimate # **561**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
N 3	WPTV	08/24/12	08/30/12	M-F 530-6p M-F 530-6p	CM	530-6p	--- 1---	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00	
															1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/24/12	08/30/12	--- 1---		1		\$1,000.00		0.00						
N 4	WPTV	08/24/12	08/30/12	Su 11-1135p Su 11-1135p	CM	11-1130p	-----S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00	
															1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/24/12	08/30/12	-----S		1		\$2,000.00		0.00						
N 5	WPTV	08/24/12	08/30/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	---- 1--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00	
															6	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/24/12	08/30/12	---- 1--		1		\$500.00		0.00						
Totals														6	\$9,000.00	